

How to grow by acquisition (for free)!

Company

Flordis Natural Medicines

Problem/opportunity

As a small private company, with global ambitions, the business faced a chicken and egg problem – how to be large enough to be credible with international players without significant funds.

Solution

Clear goals and values were set on how to do business, and identifying, researching and executing solutions to problems faced by potential partners.

Aligned businesses were targeted and trusted relationships were developed. These relationships were cultivated to secure opportunities, sometimes years in the making.

Our role

Pollard, as CEO, had ultimate responsibility for the delivery of these opportunities.

Outcomes

- OTC Dietary Fibre - profitable business worth A\$800k revenue per year was acquired in 2001 (at no cost) through a relationship with a German, later Italian, herbal medicine business
- Practitioner supplement brand - profitable business worth A\$150k revenue per year was acquired in 2005 (at no cost) through a relationship with a key customer in Sydney, Australia
- Later... OTC Cough cold - profitable business worth A\$3m revenue per year was acquired in 2012 (without payment for the cash flow of the business) through a relationship with a (different) German herbal medicine company.

Tags

Business acquisition, Industry partners, Revenue, Sales, partnerships, distribution